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Message Text

UNCLASSIFIED

65
ACTION EUR-02

INFO OCT-01 ISO-00 PA-01 INR-01 /005 W
---------- 104597
P R 221234Z JUL 76
FM AMEMBASSY HELSINKI
TO USINFO WASHDC PRIORITY
INFO SECSTATE WASHDC 0277
USNMR SHAPE BRUSSELS

UNCLAS HELSINKI 1535

PASS TO IOP/OM, IEU

USIAC

E.O. 11652: N/A
SUBJECT: VIKING

1. FINNISH MEDIA GAVE PROMINENT PLAY TO VIKING MISSION JULY 21 AND 22 WITH FRONT-PAGE WIRE SERVICE REPORTS OF THE LANDING AND FIRST PICTURES FROM MARS. THIS COVERAGE HAD BEEN PRECEDED BY A SPATE OF ARTICLES, INCLUDING IPS BYLINERS IN SEVERAL MAJOR PROVINCIAL NEWSPAPERS AND IN FINLAND'S LEADING SOCIAL DEMOCRATIC NEWSPAPER SUOMEN SOSIALIDEMOKRAATTI (CIR 45,000) DESCRIBING THE MISSION IN DETAIL, AND FOLLOWED BY REPORTS OF THE FIRST COLOR PICTURE FROM MARS AND EDITORIALS TESTIFYING TO THE SUCCESS OF THE OPERATION.

2. LEADING INDEPENDENT DAILY HELSINGIN SANOMAT (CIR 323,000) CARRIED A FIVE-COLUMN FRONT-PAGE REPORT ON THE LANDING UNDER HEADLINE: "FIRST PICTURES FROM MARS". THIS WAS FOLLOWED BY A SEVEN-COLUMN REPORT INSIDE THE PAPER WITH THE HEADLINE: "VIKING ARRIVES SUCCESSFULLY; PICTURES FROM MARS TO EARTH". OTHER HEADLINES: SWEDISH-LANGUAGE HUFVUDSTADSBLADET (CIR 67,000): "VIKING ON MARS, LANDS SUCCESSFULLY ON A PLAIN IN MARS"; CONSERVATIVE UUSI SUOMI (CIR 84,000): "VIKING'S CAMERA CONQUERS MARS; FIRST ACCURATE PICTURES FROM MARS"; SOCIAL DEMOCRATIC SUOMEN SOSIALI-DEMOKRAATTI (CIR 45,000): "VIKING I SENDS LANDSCAPE PICTURES"; COMMUNIST KANSAN UUTISET (CIR 53,000):
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"VIKING LANDS: FIRST PICTURES FROM SAND DUNES IN MARS".

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3. IN ITS FIRST BULLETIN ON THE SUCCESSFUL LANDING, THE FINNISH BROADCASTING COMPANY'S RADIO NEWS NOTED THAT THIS WAS THE SEVENTH ANNIVERSARY OF THE MAN'S FIRST STEPS ON THE MOON. IN THE MAIN 9 P.M. TELEVISION NEWSCAST, THE VIKING LANDING WAS THE MAIN FOREIGN NEWS ITEM WITH THE EMPHASIS ON THE FIRST PICTURES FROM MARS.

4. HELSINGIN SANOMAT COMMENTED ON THE LANDING IN AN EDITORIAL ENTITLED "BILLION DOLLAR PICTURES" JULY 22: "THE SUCCESSFUL LANDING OF VIKING I IS AN INCOMPARABLE FEAT OF TECHNOLOGY, A VICTORY FOR AMERICAN SPACE TECHNOLOGY AND SPACE RESEARCH." THE NEWSPAPER WENT ON TO NOTE THE HIGH COST OF THE VIKING PROGRAM AND CONCEDED THAT ANYONE COULD NAME TARGETS WHERE THE MONEY WOULD HAVE ACHIEVED CONCRETE GOOD, BUT CONCLUDED: "RESEARCH IS OFTEN AN EXPENSIVE GAMBLE, BUT NEVERTHELESS MAN'S THIRST FOR KNOWLEDGE HAS NOT BEEN QUENCHED - FORTUNATELY."

5. SOCIAL DEMOCRATIC SUOMEN SOSIALIDEMOKRAATTI NOTED EDITORIALLY JULY 22 THAT THE LANDING TOOK PLACE AT AN APPROPRIATE TIME FOR PRESIDENT FORD. "IF EVERYTHING AS PLANNED, VIKING WILL HAVE CONCLUDED ITS MAIN MISSION JUST BEFORE THE REPUBLICAN CONVENTION." THE PAPER SAID THAT VIKING IS "A SPECTACULAR ACHIEVEMENT IN THE FIELD OF HUMAN KNOWLEDGE AND IT WILL CERTAINLY HAVE SIGNIFICANT SCIENTIFIC VALUE."
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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
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Control Number: n/a
Copy: SINGLE
Draft Date: 22 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976HELSIN01535
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760282-0424
From: HELSINKI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760733/aaaabcsn.tel
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Original Classification: UNCLASSIFIED
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Reference: n/a
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